

ECONOMIC DEVELOPMENT COMMITTEE MEETING – WED. MAY 29 AT NOON - CALL IN NUMBER (213)974-9297

So sorry for this last minute communication. As for an Agenda – In that we essentially have a new Committee (current members Commissioners Shevlin, Govine, Lesser, Gallegos, de la Rosa, Aoki-Hyatt) , we really need to decide on a few basics –

1. Attached is a copy of the goals originally set by the Committee back in September, 2012, set by Commissioners Escondon, Govine, and Duba – Escondon is no longer a commissioner and Duba is no longer a part of this Committee). We need to either confirm, supplement, or revise these goals. At this point in time, we could simply exchange ideas to be confirmed as well at our August Retreat. Further, it appears that the Social Media Committee has a great deal in common with the Economic Development Committee and a decision should be made as to whether we keep them separate or incorporate them; I do not have the goals set forth for the Social Media Committee.
2. I do not have copies of formal Minutes as our meetings to date have not been extremely structured and progress has been more related to emails communication. Note that back in February, 2013, we had discussed the preparation of some type of synopsis of Becerra-Jones's tenure as Chair ( Becerra-Jones was appointed by Supervisor Yvonne B. Burke on March 9, 1999 and was replaced on May 15, 2012 by Commissioner Gerda Govine). Traditionally there has been a report of the outgoing Chair to document the accomplishments of the Chair and Commission. However, as Chair Becerra-Jones's departure from the Commission was rather sudden prior to the end of her term, there did not appear to be an opportunity to memorialize same in the normal course of events. Therefore, the Economic Development Committee had hoped to memorialize same through a review of the Minutes and Reports of the Chair during that period; this process has not been accomplished. Is this something that we want to continue to pursue and if so, how can we minimize additional time spent on the review and preparation/documentation of same. I might suggest that we see if Emma can extract all of the Chair Reports facilitate the process.
3. I have also included below a few of the emails that have been exchanged regarding this Committee and specifically the Chair Report referenced in Item 2 as well as the creation of the new logo – which is also a part of Social Media. I did talk with Emma this morning about the status of the logo process and I understand that she has confirmed that there is no formal process in terms of our selecting and instituting same however there are still some legal issues that Emma is confirming in terms of our communication and dealings with the artists in terms of the ownership and use of the logo.

I believe the above is more than enough to discuss tomorrow. Thank you all so much for your patience. Hope you can all join in and we can decide on a mutual course of action. Commissioner Shevlin

Subject: LACCW Logo

From: [beckyshevlin@gmail.com](mailto:beckyshevlin@gmail.com)

Date: Tue, 30 Apr 2013 15:44:46 -0700

To: [gerdagovine@hotmail.com](mailto:gerdagovine@hotmail.com)

Marion's business card shows the following contact info:

Name - Marion Eisenmann

Email - [marion@marioneisenmann.com](mailto:marion@marioneisenmann.com)

Cell (626) 524-7707

Website - [www.marioneisenmann.com](http://www.marioneisenmann.com)

Below is an excerpt from her website -

**Marion Eisenmann** was born and raised in Germany, where she developed her classical foundation in music and the visual arts. She studied Communications-Design at the **FHM** (University of Applied Sciences) in **Munich**. Following an exchange semester in **Finland**, she conducted her thesis project at the **VW/Audi Design Center** in Simi Valley, California, as part of the requirements for her bachelor's degree. After creating a series of lifestyle illustrations for a German daily paper, **Marion** freelanced in graphic design and illustration, worked for brand strategist Mike Salisbury, and toured California with the creative team of CP Productions, shooting the **BMW 7 series**.

Upon receiving her **MFA at Cal State Fullerton**, where **Marion** also became involved in teaching, she began working for the entertainment industry, creating storyboards, characters and concept art. In 2005 she joined the pre-production team of the feature film "Outlander," where she collaborated with acclaimed storyboard and concept artists. This led her into the world of visual storytelling for independent films. In the summer of 2009, she started teaching storyboarding for a night class at the **Art Center College of Design in Pasadena**, California. She has also given workshops in atmospheric plein air painting at the **Huntington Library and Gardens in San Marino**, California.

Her work has appeared on [latimes.com](http://latimes.com), the website of the **Los Angeles Times**, and her clients include **Paramount Studios**, Toys "R" Us, **Lancaster Group US LLC**, **Tom Ford**, **Victoria's Secret Beauty**. Her specialties are story-driven lifestyle illustration and character development.

"Drawing and sketching have always aided me in studying and analyzing people. Observation allows me to capture the essence of their nature, revealing positive and negative aspects."

**From:** Gerda Govine [<mailto:gerdagovine@hotmail.com>]

**Sent:** Monday, April 08, 2013 4:42 PM

**To:** [beckyshevlin@gmail.com](mailto:beckyshevlin@gmail.com); [reikoduba@sbcglobal.net](mailto:reikoduba@sbcglobal.net)

**Subject:** Artist Followup - Commission Logo

Hi Becky and Reiko:

I am happy to let you know that artist Jennifer Guitierrez Morgan said she would like to join the competition for the Commission logo. So now we have three artists. Based on my outreach, there may be some more artists who may wish to join in. I think that by our next meeting, May 13, we should have a good group of artists and can share with the Commission. We now need to think about guidelines and timelines. I welcome your thoughts

and will keep you posted. Thank you. Take care.

.....GERDA

**From:** Gerda Govine [<mailto:gerdagovine@hotmail.com>]  
**Sent:** Sunday, April 07, 2013 10:43 PM  
**To:** [beckyshevlin@gmail.com](mailto:beckyshevlin@gmail.com); [reikoduba@sbcglobal.net](mailto:reikoduba@sbcglobal.net)  
**Subject:** Followup

Hi Becky and Reiko:

At the Economic Development Committee telephone meeting last week we talked about creating a new Commission logo that is one part of the Commission's effort to rebrand the Commission working with the Public Relations/Social Media Committee and the Commissioners. As promised, I contacted two artists. One is interested, Rosalind Binger Makuh, and I am awaiting word from the second, Jennifer Guterrez Morgan. I also sent an email to Kathy Gallegos who is the Director of Avenue 50 Studio asking for her recommendations about additional artist volunteers. At this point, it is possible that we could have a solid pool of artist volunteers and can determine the competition process. I will see both of you tomorrow. Take care.

.....GERDA

---

**From:** Reiko Duba <[reikoduba@sbcglobal.net](mailto:reikoduba@sbcglobal.net)>  
**To:** LACCW <[marthaescandon@yahoo.com](mailto:marthaescandon@yahoo.com)>; LACCW <[gerdagovine@hotmail.com](mailto:gerdagovine@hotmail.com)>  
**Sent:** Friday, September 7, 2012 10:33 AM  
**Subject:** Committee Work

Hi Martha and Gerda,

Thank you for your work on the committees work while I was away. I will see you both next Monday at the CW meeting.

I have two things forgot to mention earlier.

1. I think that we should include CW's economic status on the Economic Development Committee as to how we can do an effective fund raising for the Commission. It is important for the CW to stay in a healthy financial conditions so that we can do more works we want to do.

2. CW Status Report - according to the CW's operating procedures, President prepares a two-year status report upon conclusion of her duty. It's started in 2000. The report is one important tool for us to do fund raising, promoting, reporting our work to Supervisors, and giving away to our guests/interested groups.

We should put our status report on the website chronologically since beginning, therefore the public will get to know the CW's accomplishments. Each report has listed names of Women of the Year and Scholarship recipients in the respected years.

The last report we have is 2008-2010 (I prepared). President Becerra-Jones did not conclude her term and left us without her report of 2010-2012. In order to replace this missing years report, we must create some kind of Commission's report, magazine, or elaborated brochures. Maybe it is difficult to go back what we did in detail, but we can prepare something that include our goals for the next two years stemmed from our retreat in August.

We should suggest President to prepare annual report rather than wait for two years, actually it is the president's duty to report back to her Supervisors annually.

Originally when we started to produce our status report, we had an intern to write a report with help by president and staff. However, it's getting difficult to obtain interns and to get help from staff, and president had to spend many hours to prepare the report. In my case (2008-2010), I prepared the report all by myself including typing and graphics, then the County proof-read and printed. Under this consideration, more and more it will be difficult for president to prepare the status report. Maybe we should consider the media/promotion committee to prepare a simple attractive report (magazine) annually rather than two-year status report by president.

We have lot to discuss.

See you Monday,  
Reiko